November 1955

the Wisconsin Architect

Lake Geneva Library

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This modern housing development in Los Angeles is the largest single architectural concrete project in the United States. The postwar phase of the development consists of eighteen 13-story cross-shaped units. Each unit contains 153 apartments. Earlier prewar construction consisted of studio-type, two-story units. In all, housing is provided for 13,000 persons in 4,253 apartments.

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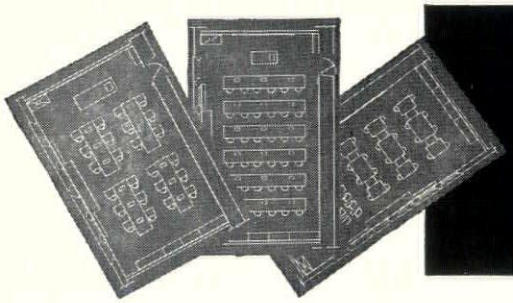

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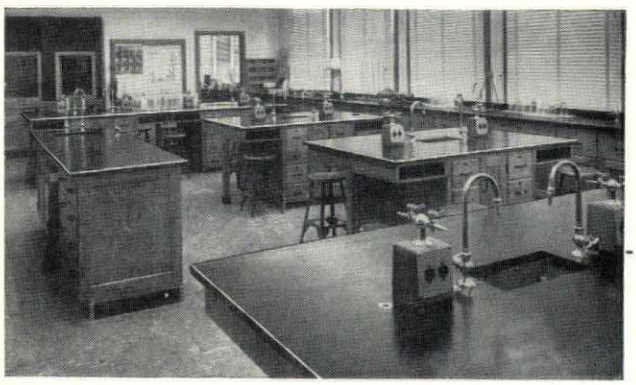

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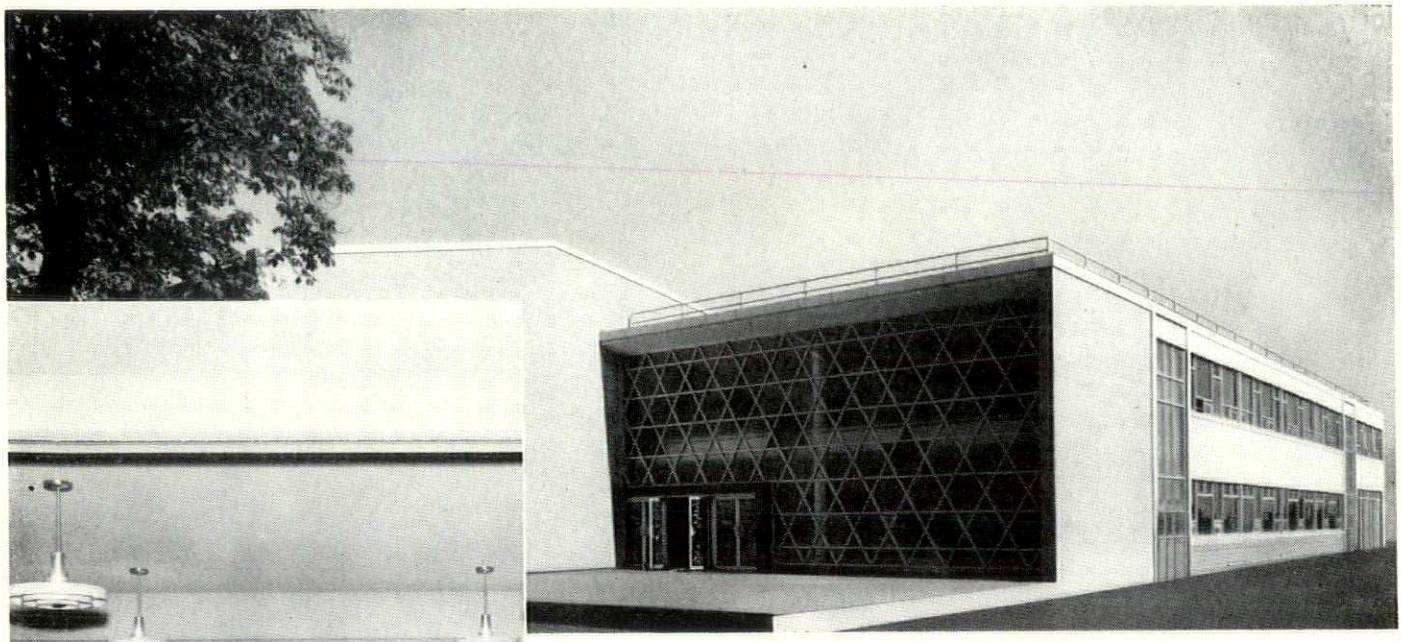
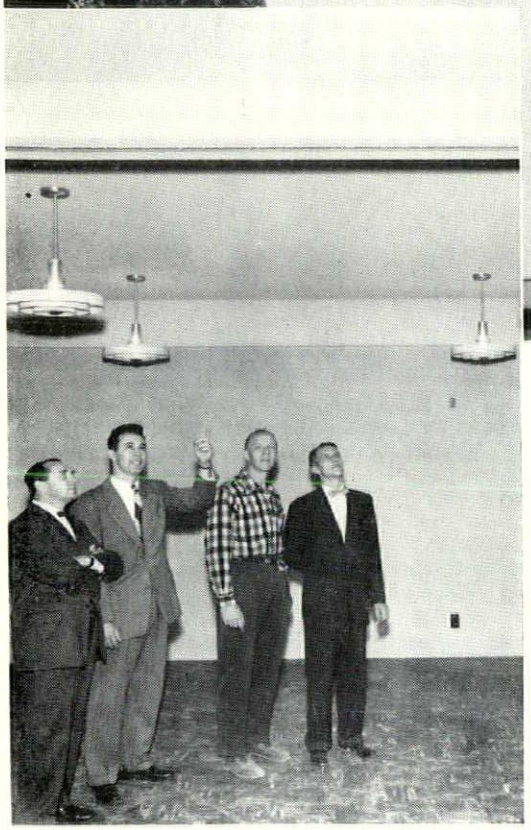
New Jewish Community Center—Milwaukee, Wisconsin





"Machine Applied" ZONOLITE Acoustical Plaster Used On 3000 Yard Ceiling Area

WEMPCO representative, Ken Johnson, Milwaukee, points out ease with which structural beam was attractively covered with "machine applied" Zonolite. Left to right: Maynard Meyer, architect—Johnson—Ed Luebeck, plaster foreman of Alfred Schmitt, Inc.—Wallace R. Lee, Jr., Associate of Maynard Meyer & Associates.

The new $1,365,000 Jewish Community Center, 1400 N. Prospect Avenue, Milwaukee, is another outstanding example of recent machine applied Zonolite Acoustical jobs.

Alfred Schmitt, Inc., Milwaukee, was the plastering contractor. Base and texture coats of Zonolite were both applied by machine.

Maynard Meyer & Associates, Milwaukee, was the architect and Selzer-Ornst Company was the general contractor.

The new community center is one of many recent, large jobs where Zonolite Acoustical Plaster has been machine applied with outstanding results.

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One more thing — have you ever noticed that all these pleas to drive safely are directed at everyone? There is no safe driving message which lists individual citizens by name as being excluded. This means, friend, that you are included in the need for SAFE DRIVING.

COVER COMMENT

The Gausewitz and Cashin Lake Geneva Public Library facade is this month's cover picture.

Of particular interest is the scaling of the furniture in the children's section, pictures of which appear on pages 6 and 7.

THE WISCONSIN ARCHITECT

Volume 23, No. 11

Official Publication of

Wisconsin Architects Association

N. J. Russell, Jr., Editor and Publisher
Published Monthly
Subscription, $1.00 per year
Business and Editorial Offices
828 N. Broadway, Milwaukee 2, BRoadway 2-0822

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A Chapter of the American Institute of Architects

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1956 State Architects' Convention to be Held in Madison, February 22, 23

Above left to right at a Convention Committee meeting in Madison are Joe Flad, Arthur Reddemann, Roger Herbst, Alexander Cuthbert and Nathaniel Sample.

The 1956 convention of the Wisconsin Chapter of the American Institute of Architects will be held in Madison, Wisconsin, February 22 and 23 at the Loraine Hotel.

The decision to hold the convention at a city other than Milwaukee for the first time in some years was arrived at by the Board of Directors after consultation with the Convention Committee and representatives of material suppliers. It has long been felt desirable to bring the convention closer to other areas of the State.

The convention program will fall into a slightly different pattern this year as it's tightened to a two rather than a two and one half day schedule. Beginning on Wednesday morning with the Annual Meeting the convention will climax Thursday evening with a banquet.

It is believed a mid-week convention will permit members to return to their offices for a final shot at the week's work and will avoid the often anti-climactic Saturday morning post-banquet sessions which have characterized previous conventions.

Efforts currently are being made by the Convention Committee to bring spakers of national prominence to the convention as was done last year.

Wives of Madison Division architects are being consulted for a special program for the wives of convention-going architects.

Convention Committee members are Chairman, Nathaniel Sample, Alexander Cuthbert and Joe Flad of Madison; Roger Herbst and Arthur Reddemann of Milwaukee and Robert Rowland of Wisconsin Rapids.

Weiler, Flad, Yasko, Berners Nominated as Division Directors

Division Directors have been nominated by the Madison and Northeast Divisions for election by the membership.

Nominated by the Northeast Division are Karel Yasko for a two-year term and Edgar Berners for a one-year term.

Joe Flad has been nominated for a two-year term and Joe Weiler for a one-year term by the Madison Division.

Under the terms of a By-law change made by the membership at its August 5, 1955, meeting, two Division Directors are named by each Division, one each for a two-year term and one each for a one-year term for the current year. In ensuing years, each Division will name only one Division Director each for a two-year term. The By-law was changed so as to permit a continuity of policy on the State Board of Directors.

Recently appointed by President Julius Sandstedt and confirmed by the Board of Directors is a nominating committee consisting of Theodore Eschweiler, chairman, Karel Yasko, and Tom Flad to choose two members each to be nominated to fill the five positions as Directors at Large.

Northeastern Division Secretary Sums Up Active, Successful Year

by Leonard Reinke

The Northeastern Division had a very active year, with meetings being of a good variety and very well attended.

At the January meeting, the officers for the year were elected. Perc Brandt, president, Eugene Wasserman, vice-president, and Leonard Reinke, secretary-treasurer. The program for the coming year was discussed.

The March meeting in Chilton was hampered by seasonal bad weather. A color movie showing the manufacture, design and use of Bar Rail Reinforcing Steel was shown. President Perc Brandt also showed a series of entertaining movies taken on a highly successful fishing sojourn into Canadian waters.

There was a record turnout for the May meeting, held in Weyauwega. A unique program explaining the grading of the design problem in the State registration examination was presented by Mr. Edgar Berners with the cooperation of Mr. Roger Kirchoff. The program of a recent design problem was passed to the members. Prints of three actual presentations turned in for the problem were displayed. Mr. Berners explained how the Registration Board proceeded to break down the grading of these problems. The registered members then graded the problems on the same basis. The results were found to be quite in agreement with the Board. The evening proved to be very enlightening for both the architects and the younger members.

The July meeting was held in Wisconsin Rapids where Donn Hougen was host to the group meeting at the Mead Hotel. The afternoon was spent by groups touring the Consoweld plant, manufacturing Laminated Plastics, and others playing golf.

The color movie "Works of Calder" was well received by all attending the meeting.

"Presence of Our Past", a movie produced by the Wisconsin Historical Society, highlighted the September meeting held in Chilton.

The concluding meeting for the year was held in November at Chilton and included the election of officers and delegates for 1956. Certificates were presented to new members. The American Institute of Architects Honor Awards exhibit was displayed around the meeting room. The meeting concluded with a program on uses of Precast Concrete Slabs, presented by Mid-States Concrete Products Company representatives George Harker and Joe Lemberger.

Clockwise beginning lower left at the Northeastern Division November meeting in Chilton are an unidentified arm, Frederick Steinhaus, Joe Lemberger and George Harker of Flexicore and Eugene Wasserman viewing a Conduflor mock-up.

Reddemann Addresses Steamfitters' Union at Apprentice Ceremony

"The greatest trouble with the world is that a great majority of its people are trying to make something for themselves instead of making something of themselves", said Arthur O. Reddemann, vice-president of the Wisconsin Chapter of the American Institute of Architects at a recent meeting of the Milwaukee Steamfitters Local Union No. 601, A.F.L.

Above left to right are Walter Oleson, Executive Secretary, Milw. Assn. Heating, Piping and Air Conditioning Contractors; Ray Cassel, Business Agent, Milw. Steamfitters' Union Local No. 601, AFL, and Arthur O. Reddemann at the Union's recent apprentice award ceremony.

Reddemann was invited to address the group at its annual award night during which the Union gave special recognition to its apprentices and journeymen for excellent craftsmanship. This was the 16th such ceremony. Reddemann congratulated the apprentices present as being fine examples of those who desired to make something of themselves.

WASSERMAN, REINKE TO HEAD NE DIVISION

Eugene Wassermann was elected president of the Northeast Division on November 7 at a meeting in Chilton. Others named to lead the Division in 1956 are Leonard Reinke, vice-president and Leonard Schober, secretary-treasurer (see picture, page 10).

ROY STARK ELECTED JUNIOR ASSOCIATE

Roy Stark of Appleton, Wisconsin was approved for membership as a junior associate by the Board of Directors at its November meeting.

Stark, a graduate of Lawrence College and the University of Oklahoma is employed by George Narovec of Appleton.

FOUNDER OF WISCONSIN PAINT, GLASS FIRM, T. C. ESSER, DIES

Theodore C. Esser, 84, founder and president of the T. C. Esser Company died October 24 in Milwaukee after a long illness.

Long known to Wisconsin architects, his paint and glass manufacturing firm, headquartered in Milwaukee, has branches in Oshkosh, Sheboygan, Racine and La Crosse, Wisconsin, and Iron Mountain and Menominee, Michigan.

A I A Committee Requests Fine Arts Awards Nominees

Nominees are called for by the 1956 American Institute of Architects Committee on Awards and Scholarships for awards in recognition of distinguished achievement.

To be presented are:

The Fine Arts Medal for painting, sculpture, music, literature, city or regional planning, landscape architecture, photography, theatre design, etching, and other fine arts;

The Craftsmanship Medal for craftsmanship in metals, masonry, wood, glass, pottery, textiles, typography, stained glass, furniture, and other industrial arts;

The Citation of Honor to a person, partnership, company, organization, or association in architecture or any related field.

To enable the Committee on Awards and Scholarships to prepare recommendations to the Board, data establishing the distinguished nature of the work deemed meritorious should be forwarded to the Committee, The Octagon, 1735 New York Avenue, N.W., Washington 6, D.C., by January 15, 1956.

Recipients of these awards are named by a two-thirds affirmative vote of the Board.

This competition offers an excellent opportunity to foster the Allied Arts and to exhibit the interest of the Institute and its members in good work in these fields.

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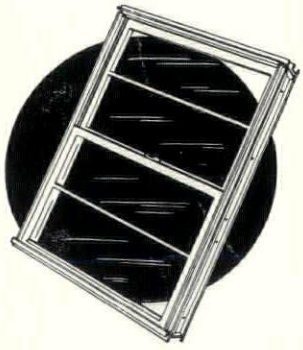

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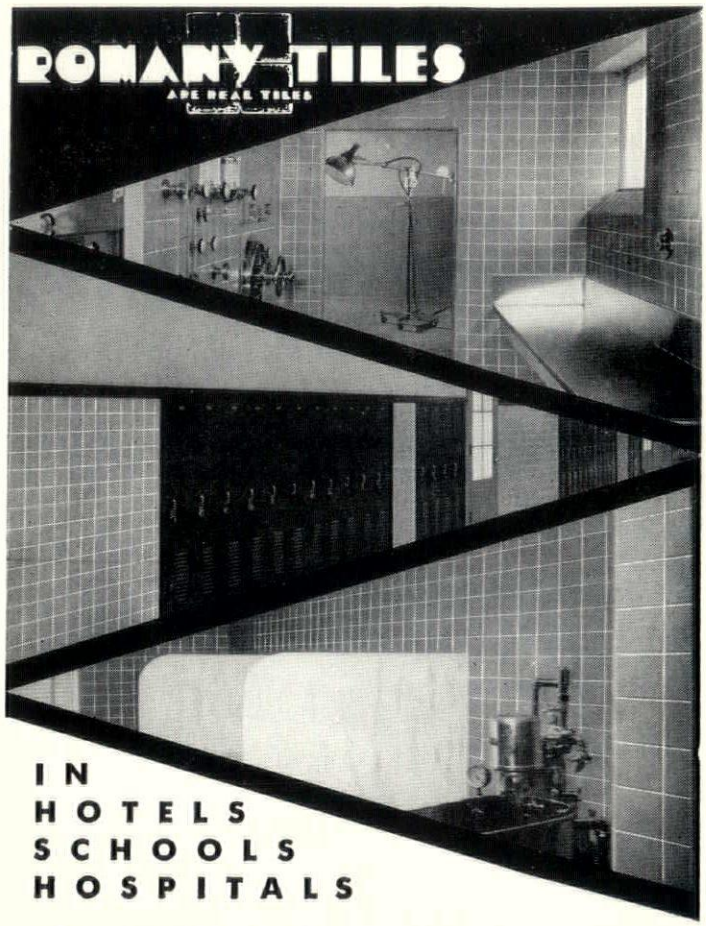

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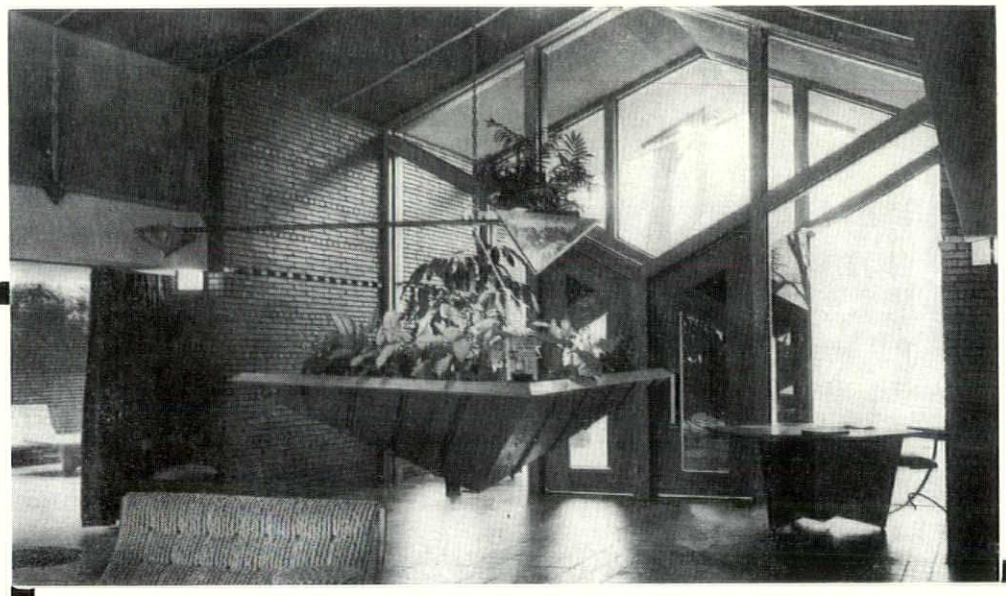
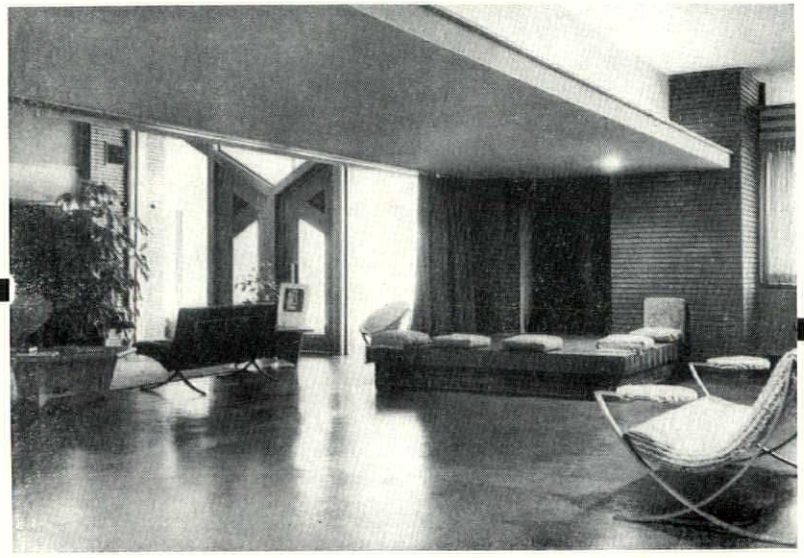


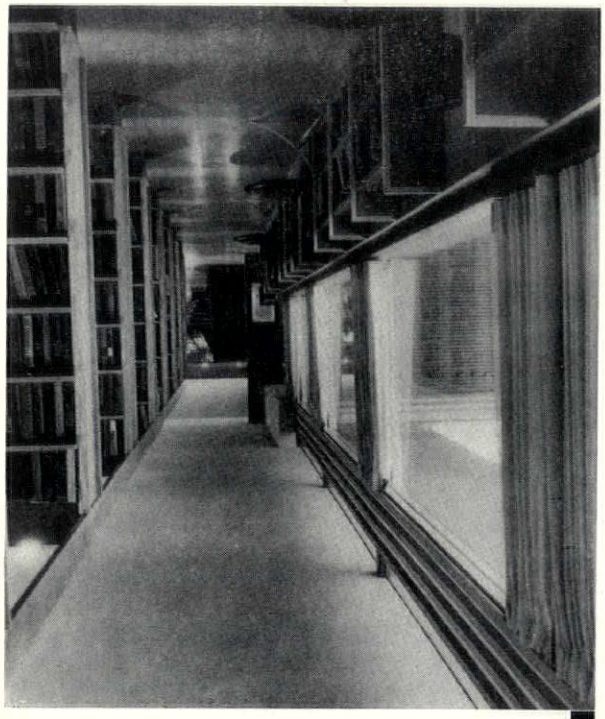
Gausewitz and Cashin, Architects and Engineers, Madison

James Dresser, Designer

Paul Gavin and Sons, General Contractor

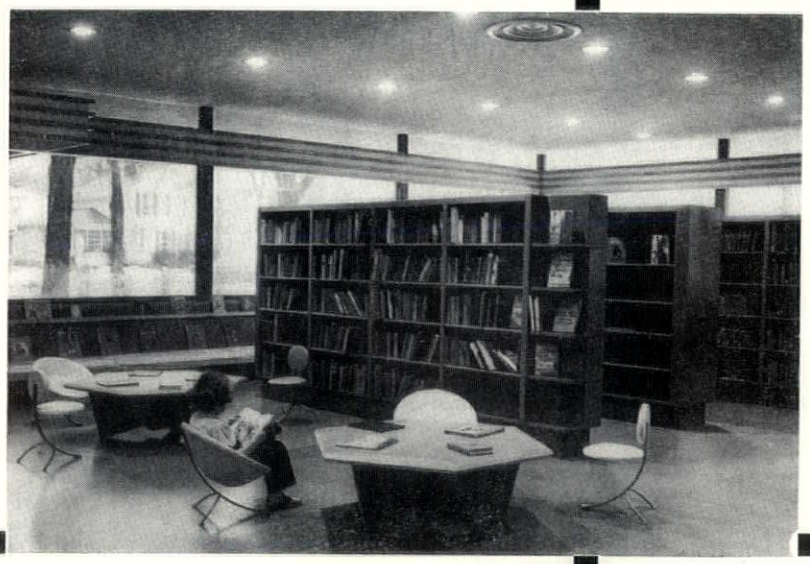


Wisconsin, Public Library - - -



The owner's requirements for the Lake Geneva Public Library called for a library of modern design with the usual stacks, reading rooms and information area. It also was to include audio-visual aides, a music listening room, a children's story room and library, and an inviting lounge and reception area. The owner wanted full exploitation of the park in which it is situated and the view of an adjacent lake.

A building of warmth, freedom and solitude to stimulate a desire for reading and learning was, of course, paramount. The pictures on this page are representative of the high degree to which the architects succeeded in fulfilling the owner's wishes. An interesting feature of the stack area is a lighting panel which permits the librarian to light a regional pilot directing attention to a particular stack in response to users searching for a particular classification of material. All furniture, equipment, stacks and special equipment were designed to conform to the building's over-all character. See cover for exterior.



44 Billion Worth of that Green Stuff Gives '56 Construction Picture Golden Look

New construction expenditures may reach a record-breaking total of $44 billion in 1956, 5 percent above the $42 billion peak indicated for 1955, according to estimates prepared jointly by the Commerce and Labor Departments. Substantial gains are anticiapted in private nonresidential and public construction. New housing, although slightly below this year's volume, is expected to continue at a high level.

The 1956 estimates are based on the assumption of a moderate increase in overall economic activity. They reflect also the tremendous volume of construction now in progress, much of which will be carried over into the new year. Construction costs are expected to continue to rise moderately. Increased plant capacity and rising productivity will prevent all but minor or spot material shortages. Investment funds were assumed to be adequate to underwrite the estimated level of both private and public construction.

Private construction outlays in 1956 are set slightly above the 1955 total of $30 billion. Public construction, which in recent years has increased steadily but more slowly than private work, is expected to rise 10 percent in 1956 — to more than $13 billion.

The value of private nonfarm residential construction will remain near the 1955 level of over $16 billion in the coming year. A decrease in the dollar value of new homebuilding will be largely offset by greater outlays for additions and alterations to older homes and for construction of motels and other nonhousekeeping residential units. Expenditures for new housing will reflect a continuing trend toward larger homes with more quality features, as well as moderately higher construction costs, so that dollar outlays will not drop as much as housing starts.

Private nonfarm housing starts in 1956 are estimated at about 1,200,000 units — 100,000 fewer than in 1955 and 200,000 less than at the 1950 peak. Basically, this relatively high level of homebuilding in 1956 results from the widespread demand for better housing in prosperous times, a large volume of retirements (demolished, abandoned, or converted units) from the housing supply, as well as from population increase and mobility. The expected 1956 decline in housing starts had its origin in the latter part of 1955 when funds became relatively scarce for long-term, low down-payment mortgages at low interest rates, thus affecting the financing of homes to be started early next year.

Most of the increase in private construction between 1955 and 1956 is anticipated from the rise in expenditures for new non-residential building to $8.7 billion — with industrial building showing the largest relative gain. Expanding industrial production, favorable profit positions, and excellent long-range market prospects explain the expected rise in construction of new production facilities to a record level. Some of the construction will be in the nature of plant modernization to cut costs and keep pace with technological change.

Probable 1956 expenditures of $2¼ billion for stores and other service establishments — many in new suburban developments and along expanding highway networks — are 17 percent above the 1955 total and 80 percent above that for 1954. A record $850 million is in prospect for religious buildings in 1956.

New construction expenditures of privately owned public utilities in the coming year are expected to remain near the 1955 level of $4½ billion, with substantial increases in the construction programs of railroads and telephone and telegraph companies offset by decreased activity on the part of electrical and gas companies. An anticipated reduction in farm construction is based chiefly on recent declines in farm income.

The outlook for most types of public construction in 1956 is for a rise of about 10 percent over 1955 expenditures with gains in all major categories. During the postwar period State and local governments have been faced with a growing backlog of construction needs despite increasing outlays for new projects. Requirements are especially pressing for highways, schools, and sewer and water facilities. It is estimated that these three types of facilities will account for fully three-fourths of the rise in public construction expenditures in 1956, and each will reach a new record level. Power and other facilities in connection with the St. Lawrence Seaway account for a large share of the increase in State and locally owned miscellaneous public service projects between 1955 and 1956. Expenditures for military facilities next year will continue to rise. The dollar values of public housing and conservation and development work are expected to increase in 1956 for the first time in several years.

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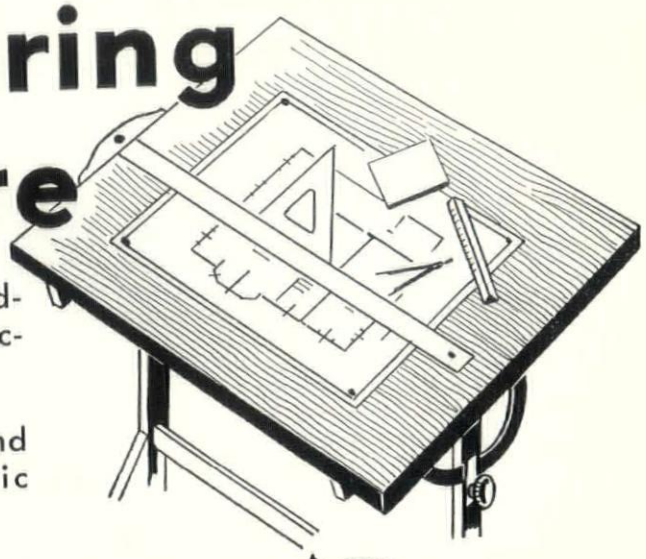

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Purcell, Sample Elected to Head Madison Division

Elected by the Madison Division to spark its 1956 activities were Mark T. Purcell, president, Nathaniel Sample, vice-president, and Joseph Flad, secretary-treasurer.

The meeting, the largest held by the Madison Division in recent years, was conducted in Madison.

In addition to the business meeting, the Division was addressed by Mr. George Harker, Beloit, Wisconsin, and Mr. Joe Lemberger of Appleton, representatives of the Mid-States Concrete Products Company, who discussed Flexicore and Conduflor installations.

Top: left to right at the November Madison Division meeting are Joe Weiler and Joe Flad, newly elected division directors and Mark Purcell, new division president.

Bottom: A corporate membership certificate from the AIA is presented to Oliver Herrick, center, by Leonard Reinke, right, new vice-president of the Northeastern Division. Eugene Wasserman, new division president is at the left. The presentation was held at a meeting in Chilton, November 7.

Gillett Re-Elected President of National Producers' Council

William Gillett, Detroit Steel Products Company, has been re-elected to a second term as president of the Producers' Council, Inc., the national organization of building materials and equipment manufacturers and associations. All other officers and directors were also re-elected by unanimous vote of officials and representatives attending the organization's 34th Annual Fall Meeting and Chapter Presidents' Conference in Detroit.

During the three day meeting, which had as its theme, "What the Next Decade Holds for the Construction Industry," the representatives of member companies and associations and their guests heard Urban Renewal Commissioner James W. Follin point to the Urban renewal programs as being a $50 billion market for materials producers. They also heard Dr. George Cline Smith, F. W. Dodge Corp., forecast that the "American economy would pour some $600 billion into construction in the next ten years."

Others participating on the program were Harold D. Hauf, AIA, Rensselaer Polytechnic Institute; John R. Doscher, Operation Home Improvement; Tyler S. Rogers, Owens-Corning Fiberglas Corp.; F. B. Peckham, U.S. Plywood Corp.; Walter A. Taylor, AIA; H. Dorn Stewart, Armstrong Cork Company; Clair W. Ditchey, AIA; Walter L. Couse, AGC; Watson Malone, III, NRLDA; and William Gillet, Producers' Council, Inc.

Re-elected to office for the coming year were F. M. Hauserman, Cleveland, E. F. Hauserman Co., 1st vice president; H. Dorn Stewart, Lancaster, Pa., Armstrong Cork Co., 2nd vice president; T. D. Wakefield, Vermillion, Ohio, the Wakefield Co., secretary; and F. J. Close, Pittsburgh, Aluminum Company of America, treasurer.

C. of C. Aide Honored by Materials Group

Stuart Fitzpatrick, manager of the Construction and Civic Development Department of the U. S. Chamber of Commerce, and an honorary member of the American Institute of Architects, recently became the third holder of Producers' Council's highly prized Award of Recognition for Outstanding Service to the Construction Industry. The presentation was made at a dinner in Washington, D.C., on November 4. In attendance were over 300 industry executives from all parts of the nation.

Mr. Fitzpatrick, who is known in building circles as "Mr. Construction" has been associated with the national chamber for 37 years. During that time he organized the Chamber's Trade Association and Construction and Civic Development Departments. He has devoted much of his talents and efforts to the furtherance of building research, and was instrumental in organizing the Building Research Advisory Board and the Building Research Institute. He pioneered many of the efforts at local industry developments through his work with the American Industry Development Council. He also has been forefront of the battle against slums and urban blight in the nation's cities.

Currently he is serving as chairman of the Coordinating Committee of Operation Home Improvement, an industry-wide promotion to help the individual home owner improve and modernize his dwelling.

Producers' Council, Inc., is the organization of building material and equipment manufacturers and associations. The group is celebrating its 35th anniversary this year.

Inland Recommends Fiberglas Insulation in Milcor Buildings

Insulation of its Milcor steel buildings, by means of Fiberglas products, is fully described in a new, 12-page catalog distributed by Inland Steel Products Co., Milwaukee, Wisconsin.

The publication states that, although the buildings can be used without insulation for industrial, commercial and farm shelters, the addition of insulation to walls, ceilings and floors makes them suitable for additional purposes.

Application directions, developed by Inland in cooperation with engineers of Owens-Corning Fiberglas Corporation, manufacturer of the insulations, consist of eight carefully detailed steps. The result is stated to be an economical application with high efficiency and a minimum of damaging condensation.

Fiberglas metal building insulation for walls and ceilings is faced with a reinforced foil-faced flame resistant kraft paper which provides added protection against condensation and affords an attractive appearance. Fiberglas perimeter insulations reduce heat loss through concrete floor slabs.

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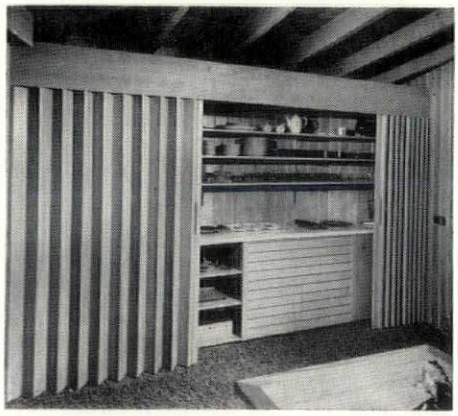

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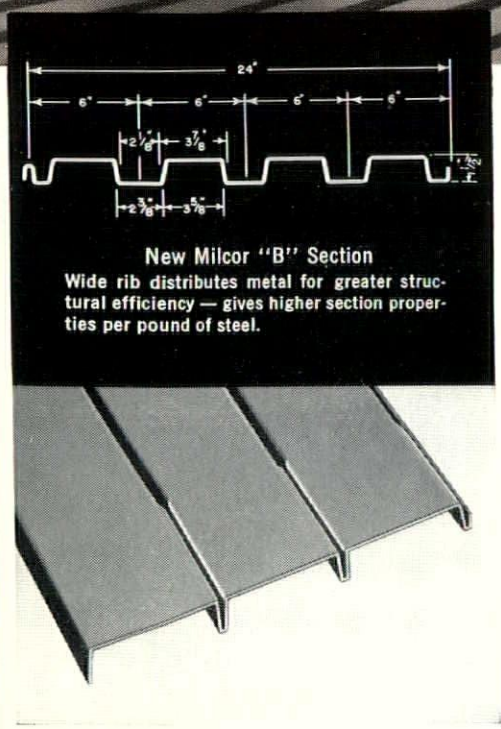

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